

To everyone who thinks  
computers are too  
complicated, too costly  
or too beige:



# Say hello to iMac.

We'd like to introduce you to iMac™—the first really new computer in a long, long time.

It's designed to work in some refreshingly un-computerlike ways to make your life better. And a lot easier.

For starters, iMac is easy to look at. You don't have to hide it when company comes.

iMac has inner beauty, too. It far outperforms other low-cost computers, and even humbles the Pentium chips in PCs three times the price.

But its greatest power is this: You can bring an iMac home, take it out of the box and be cruising the internet in less than ten minutes.

Because it's easy to buy (no extra decisions). Easy to set up (just add electricity). And easy to use (one click and hello, internet).

So say goodbye to complexity. Say goodbye to boring. Say hello to iMac.







Say hello to the world.



*Need a map and directions? Make 'em yourself.  
Need the five-day weather forecast? Click here. Whatever  
you need to know, the internet knows. Right now.*



*Keep up with the Dow Joneses. Monitor political  
shenanigans. Track world events. For home, business  
and school, the web has all the news that's fit to click.*



*There are so many sports sites on the web, there's  
probably one for every single sports nut on the planet.  
From hockey and baseball to curling and fencing.*



*Many of the most popular names in retailing have  
mixed pixels in with their brick, mortar and mailing lists.  
So you'll never want for a way to spend money.*



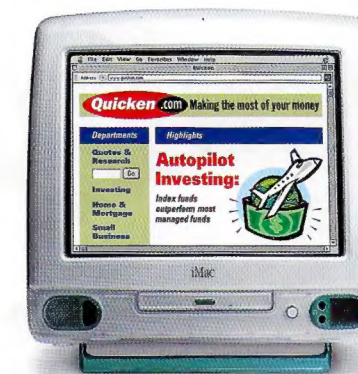
*Is it culture you crave? Take a virtual  
field trip to the great museums of the world.  
Without all of that annoying walking.*



*Looking for something educational, enriching and  
entertaining for your kids? You'll find a lot more of it  
by web surfing than by channel surfing.*



*Some stores were born right on the web. What do they  
sell? Anything. From books to music to groceries to cars  
to movie tickets to Civil War memorabilia.*



*Think ATMs are cool? Just try your iMac. And visit web  
sites dedicated to personal loans, home loans, insurance,  
retirement plans—all manner of things financial.*



*Start your vacation on the web and you can  
find the destination, buy the tickets, reserve the condo,  
rent the car, everything but get the sunburn.*



*Give your brain cells time off for good behavior. Get  
news, reviews and downloads of all the hottest games.  
Even chat and play online with other gamers.*





# Amazingly simple.

Live long enough and you begin to recognize a pattern: Lots of parts = complicated. Few parts = easy. iMac is the poster child for "easy."

The whole system, with its gorgeous hi-res display and stereo speakers, comes in one ready-to-go package. Instead of a thick installation manual, all you need is this installation paragraph:

Plug in the power cord.

Plug in the modem cord.

Attach the keyboard and

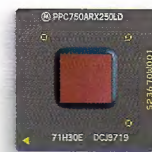
mouse. And that's it. You're off to the races.

Or the Louvre. Or the Library of Congress. Or the CD store. Or the stadium. Or the concert hall. Or Mars. Or— well, you get the idea.

When you combine the excitement of the internet with the simplicity of iMac, there's no limit to what you can do.







*Faster is better. Way faster is way better.*  
iMac's PowerPC™ G3 chip is more than twice as fast as the Intel Celeron processor in most home computers. Amazingly, it even outperforms the 400MHz Pentium II processors in high-end PCs.\*

#### Processor Speed Comparison

iMac G3 / 233

Pentium II / 400

Celeron / 266



*The display is your window to the internet and the canvas for your work. So it better be great. This dazzling display is spacious (15" diagonally, 13.8" viewable), bright and very high-res (1024 x 768).*

*Built-in stereo SRS surround-sound speakers let you enjoy the sounds you love—be they the subtle strings of Mozart or the less-than-subtle blasts of starfighter laser cannons.*

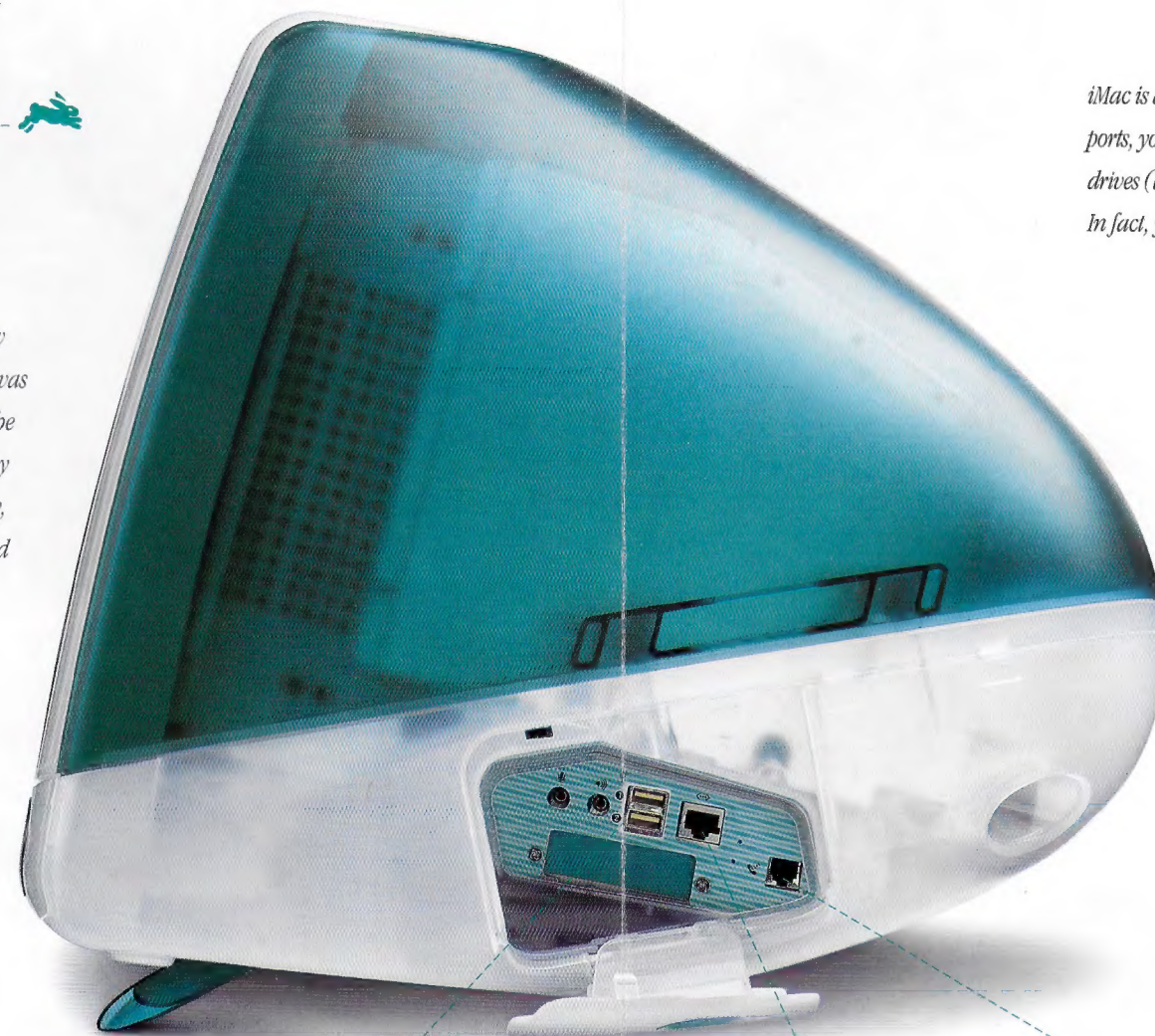


*Dual headphone jacks let you and a buddy enjoy those otherworldly games without disturbing the uninitiated. And a built-in infrared connection lets you zap files to and from a PowerBook® with nary a wire in sight.*



*Ever notice the cheezy keyboard you get with most home computers? Ours is first class all the way—with full-travel keys and a quality feel. It even has an extra USB port, so you can conveniently plug in other devices (like a digital camera or joystick).*

## Simply amazing.



*iMac's backside is cooler than most PCs' frontsides. Use the handle to go from room to room, or dorm room to dorm room. (Try that with a bulky PC.)*



*iMac is about the future, not the past. With its new industry-standard USB ports, you can add up to 127 devices simply by plugging them in—printers, disk drives (like Zip and SuperDisk), scanners, joysticks, digital cameras and more. In fact, you can plug and unplug all you want—no restarting necessary.*



*iMac can run the more than 10,000 available Macintosh® applications. And it comes complete with 12 of the best—including AppleWorks®, Microsoft Internet Explorer, Quicken Deluxe 98, Kai's Photo Soap SE, two hot new games (Nanosaur and MDK) and the very tasty Williams-Sonoma Guide to Good Cooking.*

*Go ahead, write the great American novel. Write three. iMac's 4-gigabyte hard disk lets you think extremely big. It also comes equipped with 32 megabytes of memory (expandable to 128) and a 24x CD-ROM drive.*



*Looking for an easy way to the internet? Will a single click do? That's all it takes with iMac. (And the built-in 56K modem keeps things moving fast.)*

*iMac's built-in 10/100-Mbps Ethernet lets you connect to high-speed networks at home, school or office. It also lets you connect to high-speed internet on-ramps now being made available by phone and cable companies.*





# Plug it in. Turn it on. Be yourself.



The Entrepreneur. Gets the best of both worlds—the ability to run all the advanced Macintosh applications, plus the option to open Windows files (or even run Windows applications\*). So it's easy to bring his work home from the office. Not-so-secretly dreams of chucking the office altogether to start an internet-based home business selling bicycling paraphernalia on the web.



Windows apps: Virtual PC  
Web design: GoLive CyberStudio  
Finances: Quicken Deluxe 98



The Player. Currently in 23rd day of an internet MiniZork game with best friend Rudy, who moved 1,000 miles away. Hones his gaming chops online at gamespot.com. Went from a B+ to an A on his latest book report by adding eye-popping graphics (and making liberal use of the spell checker).



Playing: Tomb Raider, Star Trek: Birth Of The Federation  
Working: AppleWorks  
E-Mailing: QuickMail Pro



The Grandma. Shares Dr. Seuss and Curious George CDs when grandkids are in town and—using e-mail—stays wonderfully close with them when they're not. Orders hard-to-find gardening books online. And uses iMac landscaping program for everything in the garden, from plant selection to predicting shadow patterns—before ever putting trowel to earth. In charge of creating garden club newsletter.



As gardener: 3D Landscape, Adobe® PageMaker  
As grandma: Internet Explorer, Outlook Express



The Doting Parent. Isn't asking for much. Just the best possible future for her daughter and the best possible education to help her achieve it. With all the resources of the web, plus hundreds of educational applications (since Macintosh is the most popular computer in schools), iMac can be anything from a cool homework tool to the backbone of a home-schooling program.



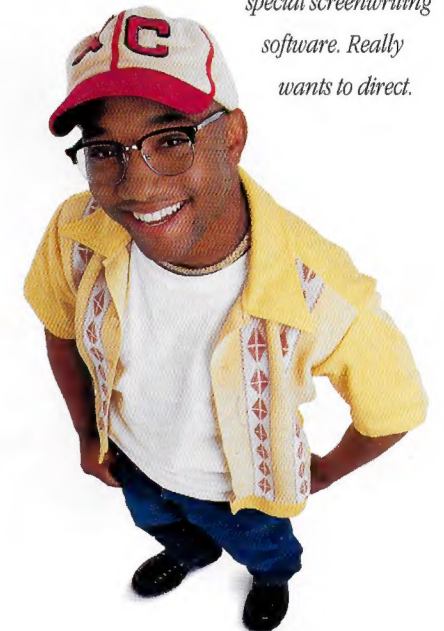
Creating: AppleWorks  
Studying: Mega Munchers, Zap, Treasure MathStorm!  
E-Mailing: Eudora Pro



The Music Maker. Hasn't set foot in a music store since starting to preview and buy low-cost CDs online. Cataloged her entire music library, cross-indexing by artist, genre and coolness factor. Augments her high school music studies by booking synthesizer to iMac to compose and edit scores. Plans to tour with Lilith Fair in 2004.



Compose: Hyperprism  
Listen/Catalog: AppleCD Audio Player/FileMaker® Pro  
Surf: Internet Explorer



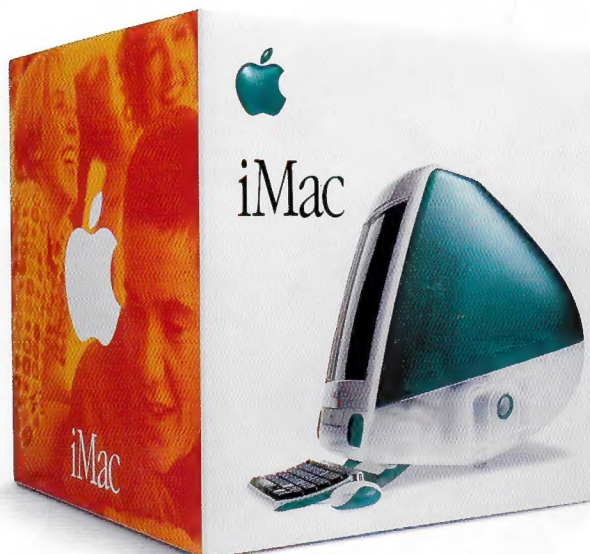
The Quick Study. Nails college courses with impressive internet research sources and programs like Office 98, for reports with whizzy illustrations. As film major, practically lives on the Internet Movie Database. Downloads famous scripts to study. Now working on screenplay using special screenwriting software. Really wants to direct.



Research mode: Internet Explorer  
Screenplay mode: Scriptor  
Report mode: Office 98



One decision. One box.  
One price. \$1,299.\*



*The world's easiest-to-use computer is also  
the world's easiest-to-buy.*

*iMac comes in one box, with every-  
thing you need, for one low price: \$1,299.\*  
And there are two simple ways to buy one.*

*You can visit your authorized Apple  
reseller, who can provide personalized  
advice and service. (Call 1-800-538-9696  
for the nearest location.)*

*You can also visit us any time at the  
Apple Store™ on the web at [www.apple.com](http://www.apple.com)  
or call us at 1-800-795-1000.*



Think different.™

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